<u>Change Claims to:</u>

1. (amended) A computer implemented modeling method, comprising:

organizing business data by enterprise into the components of value and two or more elements of value where at least one element of value is intangible;

identifying value drivers by element of value that are causal to changes in the components of value for each enterprise,

summarizing the value drivers into composite variables by element of value and enterprise; and

modeling the components of value using said composite variables to determine the value of the elements of value to the business by enterprise.

2. (amended) The modeling method of claim 1 wherein modeling the components of value for each enterprise further comprises:

using composite variables as inputs to a series of predictive component of value models where the output from the series determines the relative weighting for each element of value for each component of value;

capitalizing the component of value forecasts; and

calculating the value of each element of value to an enterprise with the value equaling the sum of the product of the weighting factor for each element of value and the capitalized component of value forecasts.

3. (amended) The modeling method of claim 1 wherein the intangible element of value is selected from the group consisting of relationships, customers, employees, brands, partners and vendors.

4. (amended) The modeling method of claim 1 that further comprises the use of a paper document or an electronic display to report the value of the elements of value.

5. (amended) The modeling method of claim 1 wherein the value of the business is market value.

6. (amended) The modeling method of claim 1 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.

7. (amended) The modeling method of claim 1 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

8. (amended) The modeling method of claim 1 wherein at least a portion of the data is obtained from the Internet.

9. (amended) The modeling method of claim 1 wherein each enterprise is defined by a revenue component of value.

10. (amended) The modeling method of claim 1 wherein the revenue component of value that defines an enterprise can include the revenue from a single product, a group of products, a division or an entire company.

11. (amended) The modeling method of claim 1 wherein each enterprise contains a revenue component of value together with an optional expense component of value and an optional capital change component of value.

12. (amended) The modeling method of claim 1 wherein the value provided for each element of value is for a specified point in time within a sequential series of points in time.

13. (amended) The modeling method of claim 1 wherein one or more elements of value can be excluded from the calculation if their contribution to the value of the business can be determined directly.

14. (amended) The modeling method of claim 1 wherein the value of each element of value to each enterprise is determined by its net impact on the components of value and the other elements of value for that enterprise.

15. (amended) The modeling method of claim 1 wherein the composite variables are mathematical or logical combinations of causal item performance indicators and item variables.

16. (amended) The modeling method of claim 1 wherein the method for creating composite variables is determined by the level of interaction between elements of value.

17. (amended) The modeling method of claim 1 wherein the value drivers are selected from the group consisting of item variables and totals, rolling totals, rates of change, averages, rolling averages, trends and time lagged trends derived from numeric and date fields in the item variable data.

18. (amended) The modeling method of claim 2 wherein genetic algorithms are used to evolve the predictive models to their optimal configuration.

19. (amended) The modeling method of claim 2 wherein the series of predictive models further comprises:

a neural net model to select value driver candidates;

a model selected from the group consisting of entropy minimization, lagrange and path analysis models to finalize the value driver selection.

20. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a modeling method, comprising:

organizing business data by enterprise into the components of value and two or more elements of value where at least one element of value is intangible;

identifying value drivers by element of value that are causal to changes in the components of value for each enterprise,

summarizing the value drivers into composite variables by element of value and enterprise; and

modeling the components of value using said composite variables to determine the value of the elements of value to the business by enterprise.

21. (amended) The computer readable medium of claim 20 wherein the intangible element of value is selected from the group consisting of relationships, customers, employees, brands, partners and vendors.

22. (amended) The computer readable medium of claim 20 that further comprises the use of a paper document or an electronic display to report the value of the elements of value.

23. (amended) The computer readable medium of claim 20 wherein the value of the business is market value.

24. (amended) The computer readable medium of claim 20 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.

25. (amended) The computer readable medium of claim 20 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

26. (amended) The computer readable medium of claim 20 wherein at least a portion of the data is obtained from the Internet.

27. (amended) The computer readable medium of claim 20 wherein each enterprise is defined by a revenue component of value. together with an optional expense component and an optional capital change component.

28. (amended) The computer readable medium of claim 20 wherein the revenue component of value that defines an enterprise can include the revenue from a single product, a group of products, a division or an entire company.

29. (amended) The computer readable medium of claim 20 wherein each enterprise contains a revenue component of value together with an optional expense component of value and an optional capital change component of value.

30. (amended) The computer readable medium of claim 20 wherein the components of value can be divided into subcomponents of value for more detailed analysis.

31. (amended) The computer readable medium of claim 20 wherein the value provided for each element of value is for a specified point in time within a sequential series of points in time.

32. (amended) The computer readable medium of claim 20 wherein one or more elements of value can be excluded from the calculation if their contribution to the value of the business can be determined directly.

33. (amended) The computer readable medium of claim 20 wherein the value of each element of value to each enterprise is determined by its net impact on the components of value and the other elements of value for that enterprise.

34. (amended) The computer readable medium of claim 20 wherein the composite variables are mathematical or logical combinations of causal item performance indicators and item variables.

35. (amended) The computer readable medium of claim 20 wherein the method for creating composite variables is determined by the level of interaction between elements of value.

36. (amended) The computer readable medium of claim 20 wherein the value drivers are selected from the group consisting of item variables and totals, rolling totals, rates of change, averages, rolling averages, trends and time lagged trends derived from numeric and date fields in the item variable data.

37. (amended) The computer readable medium of claim 20 wherein sequences of instructions stored therein are optionally used to cause the processors in the computers in a network to perform the financial management method of claim 1.

38. (amended) A modeling system, comprising:
    a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:
        organize business data by enterprise into the components of value and two or more elements of value where at least one element of value is intangible;

identify value drivers by element of value that are causal to changes in the components of value for each enterprise,

summarize the value drivers into composite variables by element of value and enterprise; and

model the components of value using said composite variables to determine the value of the elements of value to the business by enterprise.

39. (amended) A computer implemented evaluation method, comprising:

organizing business data by component of value, element of value, growth option and enterprise;

determining the value of each element of value and growth option to a value of the business; and

reporting the business value and the value of each element of value and growth option.

40. (amended) The computer implemented evaluation method of claim 39 wherein the elements of value are selected from the group consisting of relationships, customers, employees, brands, partners, production equipment and vendors.

41. (amended) The computer implemented evaluation method of claim 39 wherein the method for reporting the value of the business, the growth options and the elements of value is a paper document or an electronic display.

42. (amended) The computer implemented evaluation method of claim 39 wherein the value of the business is market value.

43. (amended) The computer implemented evaluation method of claim 39 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.

44. (amended) The computer implemented evaluation method of claim 39 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital

asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

45. (amended) The computer implemented evaluation method of claim 39 wherein at least a portion of the data is obtained from the Internet.

46. (amended) The computer implemented evaluation method of claim 39 wherein the value provided for each element of value and growth option is for a specified point in time within a sequential series of points in time.

47. (amended) The computer implemented evaluation method of claim 39 wherein the value of each element of value to the business is determined by its net impact on the components of value and the other elements of value for that business.

48. (amended) The computer implemented evaluation method of claim 39 wherein the value of each growth option is calculated using a dynamic programming algorithm.

49. (amended) The computer implemented evaluation method of claim 39 that further comprises:

    deriving enterprise current operation cash flow from the components of value;

    identifying a historical relationship between enterprise market value and the value of enterprise growth options and current operation cash flow; and

    using the historical relationship and forecasts of current operation cash flow and growth option values to forecast future business market value.